

HEARTH & HOME

DIGITAL MATERIAL SPECIFICATIONS

Website Banner Ads

Provide web banner ad materials in two formats:
Desktop View AND Mobile View

1. Desktop View — Banner Sizes

Leaderboard: (w) 920 x (h) 138px

Half Page: (w) 300 x (h) 600px

Square: (w) 300 x (h) 250px

Mobile Banner: (w) 300 x (h) 100px

Banner Specifications

Resolution: 72ppi

Color Mode: RGB

File Size: Less than 350kb

File Format: JPG, PNG, or GIF

2. Mobile View — Banner Size

All banner ad sizes above must be accompanied by a mobile banner size for mobile viewers.

3. Supply a URL

We will link your banner ad to your website.

LEADERBOARD
(w) 920 x (h) 138px

HALF PAGE
(w) 300 x (h) 600px

SQUARE
(w) 300 x (h) 250px

MOBILE BANNER
(w) 300 x (h) 100px

eBlast Ads

Supply ad material and subject line one week prior to deployment date.

Images

Resolution: 72ppi

Color Mode: RGB

Image Format: JPG, PNG, or GIF (*static ONLY*)

SAFE TO USE

(Recommended and widely supported by most email clients)

Static, table-based layouts

HTML, nested tables, and simple, inline CSS

(most email clients won't render CSS in <style> or <head>)

Template width of 600 – 800px

Web-safe fonts and colors

USE WITH CAUTION

(Limited support from most email clients)

Background images

(Background images won't render in most email clients; background color is okay.)

Image maps

(Image mapping is not supported by Gmail, Hotmail, or Thunderbird.)

Embedded CSS

Wide layouts

Custom web fonts

DO NOT USE

(Not recommended and not supported by most email clients)

JavaScript

Flash

Embedded audio, video, or animations <iframe>

(Most email clients do NOT support audio, MP4s, or any type of moving element. Static GIFS and links that redirect to a video are okay.)

Forms

Table divisions or div layering <div>

EBLAST AD
(w) 600 – 800 x
(h) 4,000px recommended
maximum limit

Questions? Contact April Brown, Graphic Designer:
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